

## ABSTRACT

A beverage container with a grip formed in side and bottom walls thereof. The grip includes a V-shaped groove on a side wall that receives a finger of a consumer (e.g., a thumb or set of fingers) and a recess formed in a bottom wall of the container to receive one or more  
5 other fingers of the consumer's hand. When gripped in this fashion a lower corner of the bottle may be located in the palm of the consumer's hand. The groove in the side wall is formed in the side wall sufficiently close to the bottom wall to allow the hands of most consumers to use the grip. The V shape points upward. Either side of the V can be used depending on whether the consumer wishes to grip with their right hand or their left hand.